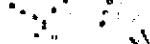

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What can he do, I ask him, to comfort her from her grief and does more to comfort her than all the consolation of religion. No matter what she thinks to her, there is "tousjours une consolation," as the French say, "in the consolation that women have in the fact that they do not have to pay for their pleasures, as men do." What can he do, I ask him, to comfort her from her grief and does more to comfort her than all the consolation of religion. No matter what she thinks to her, there is "tousjours une consolation," as the French say, "in the consolation that women have in the fact that they do not have to pay for their pleasures, as men do." What can he do, I ask him, to comfort her from her grief and does more to comfort her than all the consolation of religion. No matter what she thinks to her, there is "tousjours une consolation," as the French say, "in the consolation that women have in the fact that they do not have to pay for their pleasures, as men do."

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Eleventh	.25	.50	.75
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Ask for Mr. Tom McHenry of the HOPE AUTO CO. Phone 229.

Fair Enough

By Westbrook Pegler
Copyright, 1947
By King Features Syndicate

New York, Sept. 30.—The journalism of Broadway, Hollywood and the Midwest is a strange sight. It is a strange sight because it is a sight that is not to be seen anywhere else. It is a sight that is not to be seen anywhere else because it is a sight that is not to be seen anywhere else.

Branca, She a to Meet in Series Opener

By JACK HAND

New York, Sept. 29.—(AP)—Freshman Frank (Spec) Shea, named in the New York Times to pitch tomorrow's World Series opener, will be met by the Yankees' first baseman, Lou Gehrig, in the first game of the series. Shea, who is a native of New York, is a native of New York. He is a native of New York. He is a native of New York.

Motor Vehicle Scrapped in 1945

By JACK HAND

New York, Sept. 29.—(AP)—A motor vehicle which was scrapped in 1945, averaged 12 years old.

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4 months old black female COCKER SPANIEL PUPPY

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Porkers Lead Circuit on Offense, Defense.

Ken Holland Tops Southwest Ball Carriers

By The Associated Press

Arkansas Razorbacks held the lead in the Southwest Conference football game, winning the third week of the season.

Arkansas to Play TCU This Week

By CARL BELL

Headlines in sports editorials and perhaps unnoticed role in the Arkansas Razorback 1947 victory over North Texas State College, a team which proved much tougher than most of the Southwest Conference teams.

Walker, Williams Are New League Bating Champs

By Hugh S. Fullerton, Jr.

New York, Sept. 30.—(AP)—Harry Walker of the Philadelphia Phillies and Ted Williams of the Boston Red Sox are the new major league batting champions, displacing Stan Musial of the St. Louis Cardinals and Mickey Vernon of Washington.

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By Hugh S. Fullerton, Jr.

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By The Associated Press

Philadelphia—(AP)—Lightweight champion, knocked out by Ray, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

Walker, Williams Are New League Bating Champs

By Hugh S. Fullerton, Jr.

New York, Sept. 30.—(AP)—Harry Walker of the Philadelphia Phillies and Ted Williams of the Boston Red Sox are the new major league batting champions, displacing Stan Musial of the St. Louis Cardinals and Mickey Vernon of Washington.

SPORTS ROUNDUP

By Hugh S. Fullerton, Jr.

New York, Sept. 30.—(AP)—A Louisville and Cincinnati... McCarthy takes over the reins of the 1948 champions, who have picked up some reinforcements and might win again with added strength in a few more spots.

Fights Last Night

By The Associated Press

Philadelphia—(AP)—Lightweight champion, knocked out by Ray, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676,

Truman Plan

Continued From Page One

Yesterday there is only money on hand to keep Europe, especially Italy, France and Austria, going on a starvation basis of food and until some time in December.

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It Costs No More To See the Best

Pilot Strike Ground Planes for Overseas

Chicago, Sept. 30 — (AP) — David L. Behncke, president of the Air Line Pilots Association (ALP), said today that planes of American overseas airlines flying the North Atlantic routes to Europe were grounded today by a mass walkout of its pilots which began at 4 a. m. (EST).

Behncke said the walkout was "progressing rapidly." He said the strike did not involve pay issues but stemmed from what he termed "American overseas airlines strong-arm or else negotiating tactics that bluntly attempted to circumvent the Railway Labor act."

The walkout, Behncke said in a statement, was called after a unanimous vote to strike by American overseas airlines' first pilots and co-pilots.

Behncke said the strike was called after a breakdown of negotiations and mediation. He said negotiations had been in progress for 22 months, since the AOA contract was up for renewal on Dec. 1, 1945.

The Senate Foreign Relations group, Chairman Bridges (R-NH) of the Senate Appropriations committee said he will call the members together around mid-November, when 13 of them return from a tour of Europe.

Still to be heard from was rep. Taber (R-NY), who heads the House appropriations committee. He is due back Oct. 23 from a first hand inspection of conditions in Europe in which he was accompanied by Rep. Cannon (D-Mo) ranking minority member of the committee.

Senator Lucas (D-III), acting Democratic Senate Leader, told reporters that Congress has been "very generous in the bipartisan approach to problems of this kind and I can see no reason why, when all the facts are in, Congress would not support this stopgap plan."

Unless this is done, Lucas said, there is a "wonderful chance" Italy will fall to communists within six months.

Bridges expressed the opinion that "generally speaking this country has got to meet realistically the threat of Russian Communism and its spread into western Europe."

House majority leader Halleck (R-Ind) said he favored calling in the committee and added a hope that the "most information possible" will be given to the American people.

A dissenting voice against the plan came from Senator Pepper (D-Fla), disputing claims that the issue is European aid or Communism. He said "that is an utterly false basis on which to put this program."

Pepper said there are many Communist workers in France and Italy and "if they get the idea that this is not a plan to help them, but a war between the United States and Russia, they may not want to help the United States fight that war."

Pepper argued that instead of considering stopgap aid for Europe congress should restore price controls and rationing of essential foods.

Bell Asks

Continued From Page One

and to \$2.75 for one-party residence telephones. Two-party residence service would cost \$2.25, compared with the present rate of \$2.00. Four-party residence service, to be introduced to conserve facilities, would be to \$2.00 per month. Charges for rural service would be increased from \$3.00 to \$3.50 for business users, but would remain unchanged at \$2.00 for residence service.

These rates would be standard for cities about the size of Hope, Warren said. The present rates in Hope were set in 1924, when there were 1,171 telephones. Today, there are 2,152 telephones.

According to the plan proposed by the company, towns and cities in Arkansas would be divided into seven groups with each group being composed of cities of similar size and about the same number of telephones. The basic rates for telephone service would be the same for all cities in the same group. Hope, Warren said, would be included in Group IV, for cities having between 1,000 and 2,499 telephones.

In 1943, the telephone company planned to seek higher rates in some exchanges where rates were low and discussed schedules for this purpose on a state-wide basis with the commission. The war caused postponement of plans.

"We regret the necessity of having to ask for higher rates," Warren said. "However, costs of equipment, wages, and every item that goes into furnishing telephone service have risen so rapidly that the only solution to our problem is a reasonable increase in rates to meet these higher costs."

In the face of higher costs, Warren said, the company was of necessity engaged in the largest expansion and improvement program ever undertaken in Arkansas. Since 1940, he said, the company has had to add \$11,600,000 in telephone equipment throughout the state in order to meet the demand for service. There are still 17,500 Arkansians waiting for service, and many thousands of others who want a higher grade of service. All will be cared for by the company's postwar construction program estimated to cost 22 million dollars gross in Arkansas. Under way for the past two years, the program will require several more years for completion.

Warren said the company also filed petitions for similar rate increases in Missouri, Kansas and Oklahoma today.

By SAM G. HARRIS

Little Rock, Sept. 30 — (AP) — Southwest Bell Telephone Company asked the Arkansas Public Service Commission today for authority to increase basic rates in 72 of the 74 exchanges it operates in the state. (Similar rate increases were asked simultaneously in Missouri, Oklahoma and Kansas.)

W. E. Gosdin, the company's division manager, told a news con-

ference before the application was filed that the proposed rate hike is the first statewide increase ever sought by Southwest Bell, explaining that previous rate increases had been on a local basis.

Gosdin estimate the proposed new rates would increase company revenues about \$1,200,000 annually, approximately 11 per cent above the \$10,700,000 income the company received in Arkansas in 1946.

Only Little Rock, the company's largest Arkansas exchange, was exempted from the proposed increases. The Hughes exchange would enjoy a slight reduction under the proposed new rate formula. All others would be increased.

Specifically, the company asked

the commission to group all exchanges except Little Rock into seven classifications based on "telephone populations" in the communities and establish a uniform rate for each group classification.

In addition to local rate increases, the company also asked for higher charges on certain long distance calls within the state, some equipment charges and services.

Gosdin said the increase was asked because increased operating costs and postwar wage increases had reduced company earnings in Arkansas to a "critically low level."

He said that "most local rates x x x were fixed 20 years or more ago and have been outgrown," but that company earnings in Ar-

kansas now were at a 25-year-low of 1.5 per cent of plant investments.

The increased revenue will be used for expansion of service, Gosdin explained. He declared 18,000 Arkansas residents were on waiting lists for telephones despite installation of 60,000 new instruments since 1940.

Examples of increases proposed (all one party lines) group 1 1 to 300 phones.

Huttig, proposed rates—business \$3.75, residential \$2.25; present rates—business \$2.25, residential \$2.25.

Group two (300 to 599 telephones): Ashdown, proposed—business \$4.25, residence \$2.25. Present—business \$3 (for two party), \$2.25.

Brinkley, proposed—business \$5, residence \$2.25; present—business \$3.50, residence \$2.25.

Group four (1000 to 2499 telephones): Proposed rates—business \$5.50, residential \$2.75.

Present rates—Searcy \$3.50 and \$2.25; Springdale \$3.25 and \$2.25; Malvern \$3.75 and \$2.50; Conway \$3.75 and \$2.50; Magnolia \$3.75 and \$2.50; Paragould \$3.50 and \$2.25; Hope \$4.00 and \$2.50.

Group five (2500 to 4,900): Proposed rates—business \$6.00 and residential \$3.00.

Present rates—Helena \$5.00 and \$2.50; Camden \$4.50 and \$2.75; blytheville \$5.00 and \$2.50; Jonesboro \$5.00 and \$3.00; Fayetteville \$3.50 and \$2.25.

Group six—El Dorado only—

(5,000 to 999 telephones). Proposed rates—business \$6.50, residential \$3.00. Present—business \$5.50 and \$2.75.

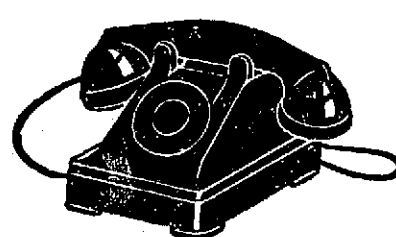
Group seven—(10,000 to 16,000 telephones): Proposed rates—business \$7.00, residential \$3.25.

Present rates—Hot Springs \$4.50 and \$2.50; Pine Bluff \$5.00 and \$2.50; Fort Smith \$6.50 and \$3.00.

Gosdin said the percentage of increase on rural service would be "generally the same as local services."

The division manager said rates in Little Rock already were the highest in the state and that a rate increase had been effected here several years after other rates were established elsewhere.

Why new telephone rates are necessary in Arkansas



No Basic Increase in 23 Years

There has been no increase in basic rates for telephone service in Hope since 1924.

Yet the cost of furnishing service and the value of that service to the subscriber have increased several fold. The number of telephones here has grown from 1,171 in 1924 to 2,152 today.

Any way you look at it the telephone user is getting more for his money.

The telephones in Arkansas have nearly doubled—increasing from 72,000 to 138,000.

Information calls are handled two-thirds faster. A telephone formerly was in trouble about twice a year; now it is out of order on the average only once every two years; 95 per cent of trouble cases are cleared the same day they occur.

Not only can you hear more clearly on long distance, but the time necessary to handle a call has been reduced from 15 minutes in 1920 to an average of 3 1/2 minutes today. And, about eight out of ten calls are completed while you hold the line.

In some exchanges, service may be slower than these averages, particularly during peak periods. The construction program now under way is designed to restore service throughout the state to prewar standards and even better.

We are forced to seek increases

We ask an increase in rates only because rising costs have finally forced us to. We are seeking only enough new revenue to cover all the costs of furnishing service.

Our efforts are guided by responsibilities to three groups of people:

To provide good telephone service to telephone users.

To pay fair wages and provide good working conditions to telephone workers.

To safeguard the savings of the people who made the business possible and provide them a return which will keep them satisfied with their investment and make them willing to invest more money in the business.

Only with rates that will produce adequate earnings will it be possible for us to meet these obligations.

PROPOSED RATES FOR HOPE

Present telephone rates in Hope were established in 1924. The new schedule of proposed rates is given below. Federal and state taxes which apply are not included.

Type of Service	Rate per Month
BUSINESS	\$5.50
RESIDENCE	
Individual-line	\$2.75
Two-party	2.25
Four-party	2.00
RURAL	
Business	\$3.50
Residence	2.00

Long Distance Rates Within the State
The increases requested range from 5c to 30c for the initial period on calls beyond 42 miles, depending on the distance and the type of call. Where the initial period on calls over 10c is 5 minutes, it would be reduced to 3 minutes.

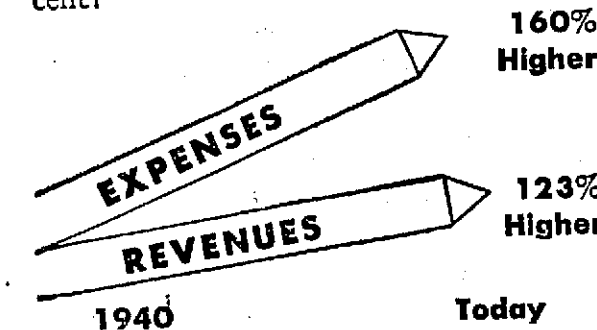
Greatly increased costs of furnishing telephone service have made it necessary for the telephone company to ask the Public Service Commission for permission to put new telephone rates into effect in Arkansas. The request covers changes in rates for local service and for long distance calls within the state.

Earnings critically low

While the demand for telephone service has been tremendous, earnings of the telephone company in Arkansas are critically low, for expenses have gone up much faster than revenues.

Since 1940, expenses have gone up 160 per cent! That's more than double.

While revenues have increased 123 per cent!



Since 1940, we have had to add more than \$11,600,000 in telephone equipment to serve the people of Arkansas.

The combination of higher expenses, lagging revenues, and increased investment has dropped our rate of return in Arkansas lower than it has been in 25 years.

How costs have gone up

The cost of almost everything that goes into telephone service has gone up since 1940.

More than half the total expense of furnishing service is payroll. Wage rates today are much higher than in 1940. These wages, paid to more employees than we had in 1940, have more than trebled our payroll. It is now 7 million dollars a year.

And taxes are higher—1/3 of a million dollars higher since 1940.

Building costs are 100 per cent higher. Copper is up 80 per cent.

The cost of telephone poles has gone up 135 per cent. For example, a 35-foot pine pole that cost \$6.30 in 1940 now costs \$14.99.

Trucks cost half again as much. A construction truck that cost us \$2,656 in 1940 now costs \$4,054.

\$22 million construction program

In the face of these high costs, we are of necessity in the midst of the largest telephone expansion and improvement program ever undertaken in Arkansas. About 17,500 people are waiting for telephones. Many thousands of our present customers

would like to have a higher grade of service. There are still delays on long distance calls.

All this because of the war, during which we were unable to expand the telephone system to meet the demands for service. As telephone factories converted to peacetime manufacture, we started the largest construction program in our history. It will cost \$22,000,000 gross in Arkansas.

The program has been under way for two years, and will take three or four more to finish. But we are going ahead just as fast as we can get the equipment from the factories, which are producing more than ever before.

Adequate earnings are essential

We'll need millions of dollars to see this program through. That's investment money, separate from the money the company takes in from customers to keep telephone service going.

The telephone company is not asking the public to pay the cost of the expansion program. It is asking the public for rates that will put the earnings of the telephone company on a sound basis so that investors will be willing to put their money into a business that offers a safe place for their savings.

To attract the investment money we need for new telephone plant, we have to compete with other industries. People invest their savings in industries whose earnings are adequate. That is an important reason why it is necessary to bring up our low earnings by asking for rate relief.

Present rates long in effect

Rates for local telephone service in Arkansas, for the most part, have been in effect for 20 years or more. These prewar rates are not bringing in sufficient revenue to meet mounting postwar costs.

Telephone service has been enlarged and improved greatly in the past 20 years. The service today is more valuable.



SOUTHWESTERN BELL TELEPHONE COMPANY